



# Brand Development for Active Training Pedorthics

Jun. 2017 - Present

## scenario

Laura Mazier, pedorthist and principal of Active Training Pedorthics (ATP), opened her practice in early 2017. She has a unique and holistic approach to treating patients with low-back, hip, knee, and foot pain. She also offers personal training services that follow a novel approach compared to her competition.

She needed a strategy and platform to communicate her ideas to clients, prospective new clients, as well as referring health professionals so that she could begin to build her brand and grow her new business.

## action

Since summer of 2017, we've been working on brand development, marketing strategy, content design, and promotional collateral to establish ATP's brand, help it attract new business, as well as improve service delivery.

Activities conducted (some still ongoing) include:

- Patient interviews to learn about their journeys/ experiences through the pain-treatment cycle

## project details

My role: Design Lead

Deliverables: Web site, other promotional materials & collateral

Devices: Desktop, tablet, mobile

## design activities

User Interviews

Task Analysis

Field Studies

Experience Mapping

Concept Design

Photography

Brand Development Workshop

Content Design

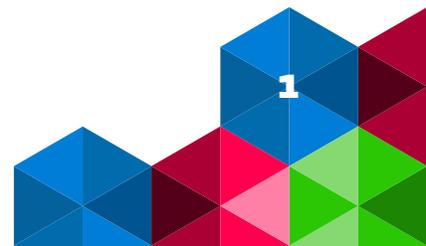
Storytelling

UI Design

Prototyping

Visual Design

Usability Testing



## case studies

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- Brand identity workshops to help ATP focus its messaging with clients, potential clients, and partners
- Development of user stories for patients, referring health practitioners and partners who interact with ATP
- Storytelling workshops and user research to help ATP craft marketing messaging
- Photography
- Visual and graphic design for marketing materials (website, print materials like business cards, print ads, and other print collateral)
- Currently working on patient satisfaction measurement strategy

## result

Because ATP is just getting off the ground, there are little tangible data available on the effect of the marketing materials on user satisfaction and effectiveness so far. However patients and prospective clients we've tested ads and web site content with have had positive reactions so far.

ATP ownership has also personally vouched for how much the results of the branding and storytelling exercises have been of benefit. The increased clarity in marketing and polished branding have helped it feel more confident promoting its services to prospective clients and other health professionals who might refer patients to ATP.

## one challenge we ran into...

One major challenge here was a scenario often faced by designers: when project owners reject a design idea presented by the designer, in favour of their own.

In this case, we had presented research clearly showing risks related to a design choice ownership wished to make. It was backed by evidence provided by user (patient and potential patient) accounts.

After carefully and respectfully presenting the recommendation, along with evidence, and alternative options to ownership, ATP still wished to stick with their own direction.

Admittedly, it was a tough decision to accept in the face of the available evidence. But people funding the project get the final say - and it's important to put ego aside when working as a team.

**case studies**

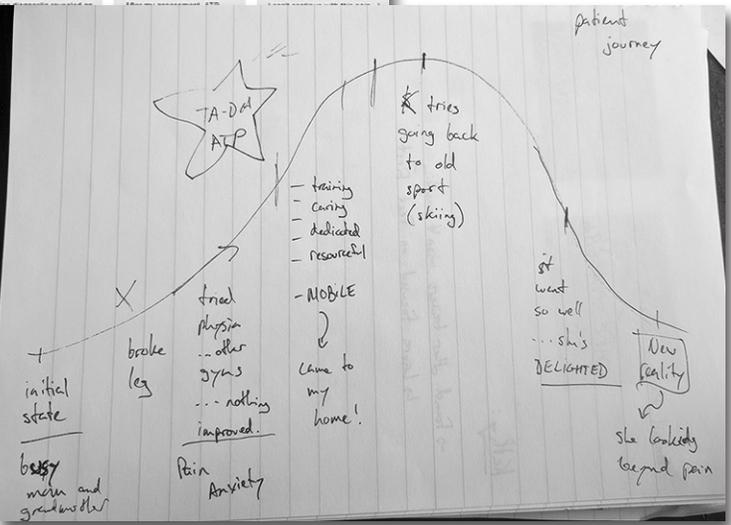
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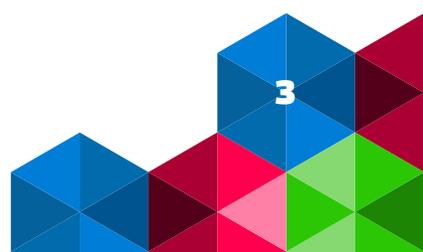
**artifacts**



ABOVE: Photos taken during observation of orthotics fabrication process in ATP's lab (top left), and while following patients on their journey.



Once we understood more about ATP patients' journey, we set about telling their journey through the service lifecycle. We created an experience map (above), and started developing a narrative (right) we could use in future marketing materials.



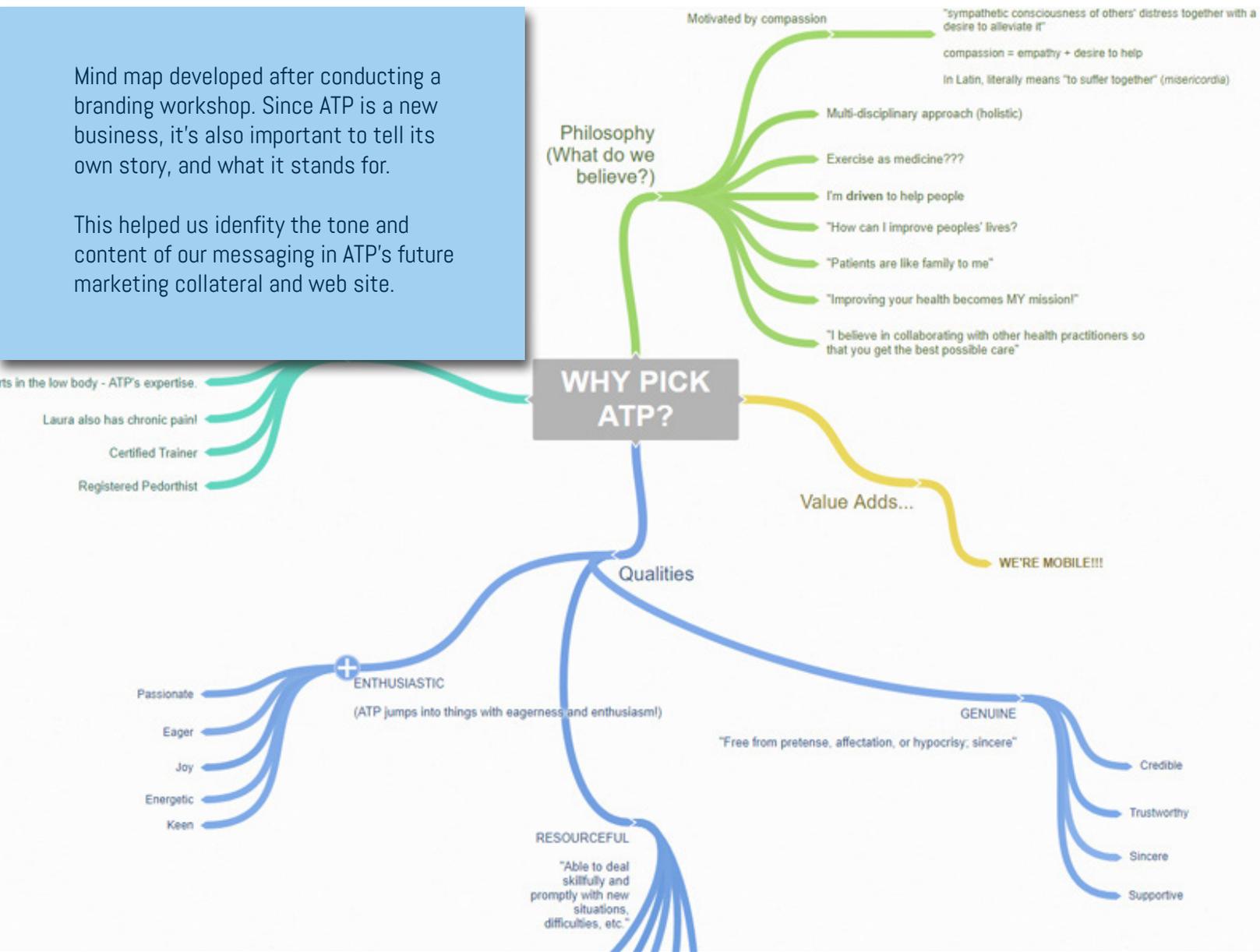
**case studies**

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Mind map developed after conducting a branding workshop. Since ATP is a new business, it's also important to tell its own story, and what it stands for.

This helped us identify the tone and content of our messaging in ATP's future marketing collateral and web site.



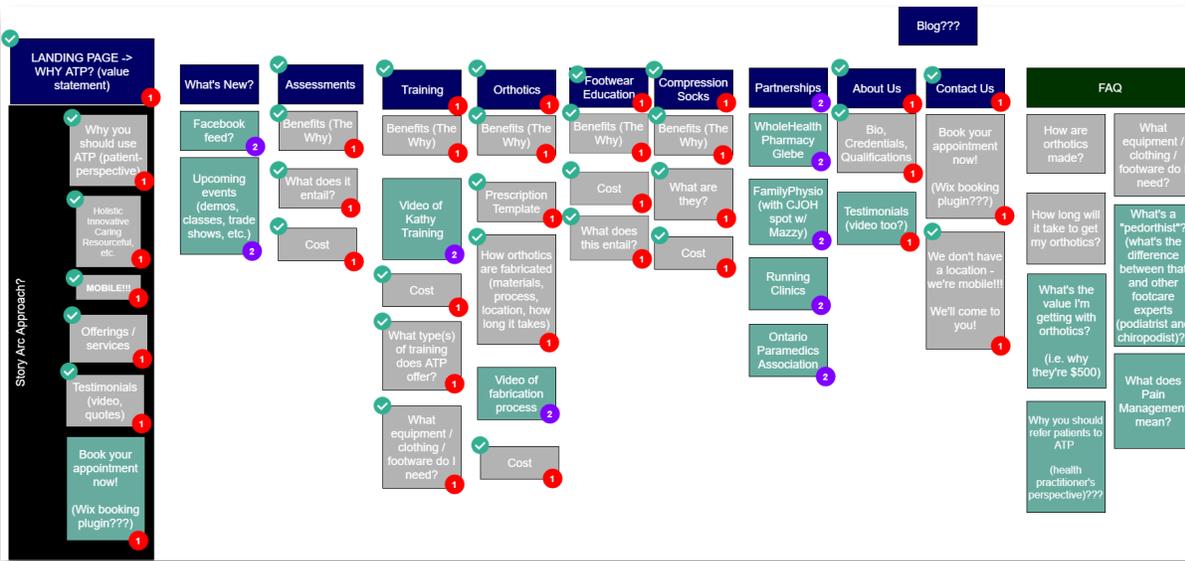
Some of the marketing collateral developed for ATP.



# case studies

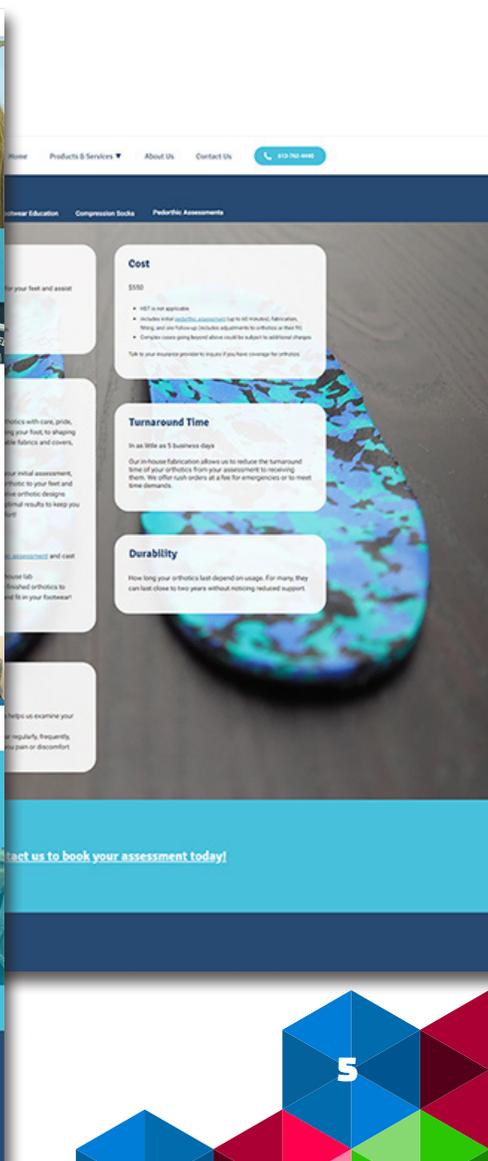
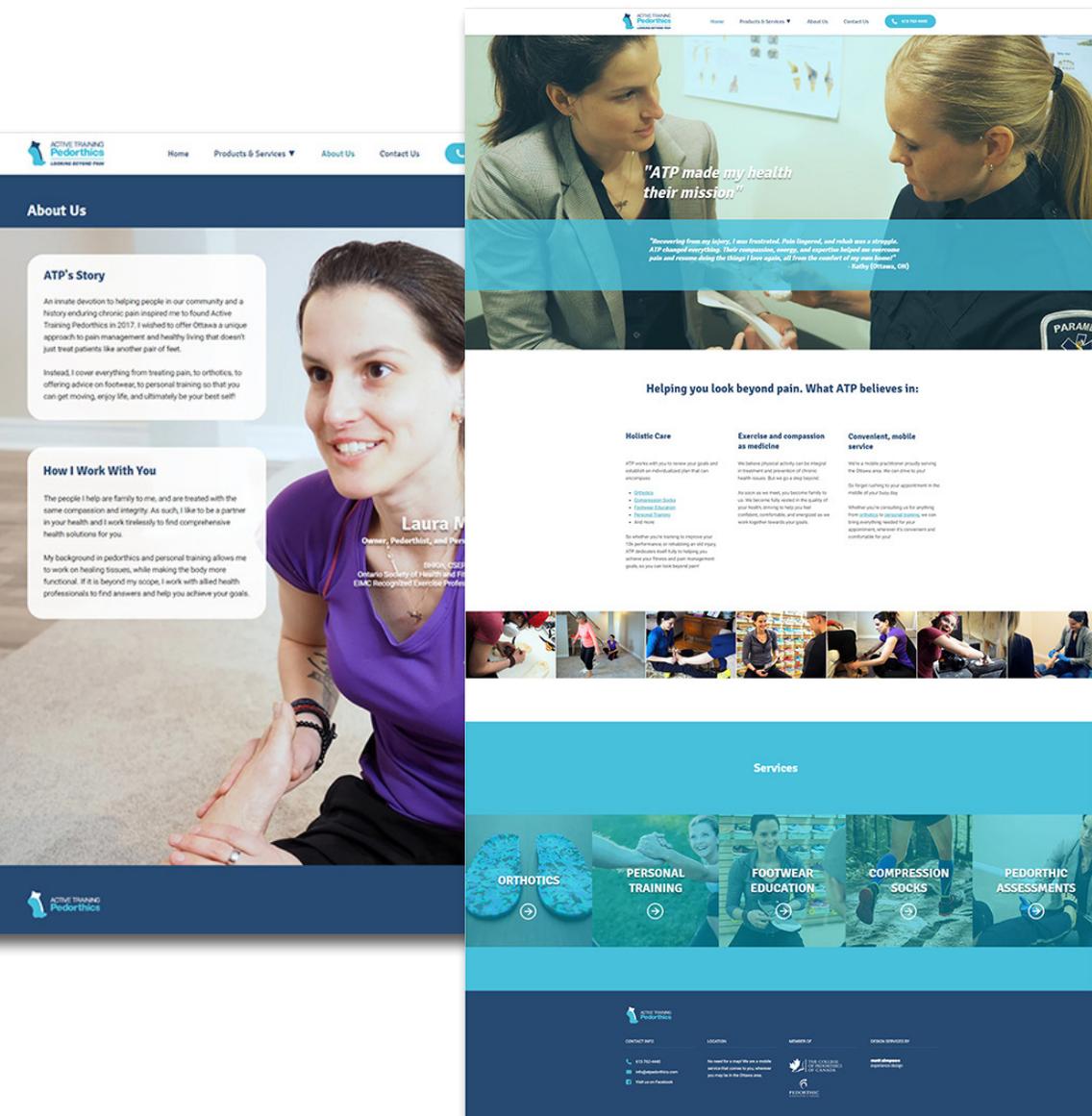
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LEFT: Content map used to plan out the requirements for web site page content.

BOTTOM: Captures of ATP's web site design (published April, 2018).





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